



The Journal

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NSA Bethesda Hosts Army-Navy Flag Football Game



Photo by MC2 William Phillips



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Navy Launches New Branding Campaign, Tagline at Army-Navy Game

By Navy Recruiting Command Public Affairs

The U.S. Navy launched a new, multifaceted branding campaign aimed at attracting a new generation of recruits at the Army-Navy football game Dec. 9 in Philadelphia. The launch also marked the debut of the Navy's new tagline, "Forged by the Sea."

"The Army-Navy game is one of the most revered and watched contests in college sports, and we wanted to take advantage of this unique opportunity to introduce the new brand and tagline on an occasion where the spirit of competition and military service are being celebrated," said Commander, Navy Recruiting Command Rear Adm. Pete Garvin. "We're proud and excited to be a part of such a great event."

"Sea to Stars," the first TV commercial featuring the new tagline and branding, aired on CBS during the second quarter of the Army-Navy game, as well as on the video screens in the stadium. A second commercial, "Game," also aired in-stadium. The new commercials can be viewed on the Navy Live blog at www.navy.mil/forged.

There was a wide range of innovative social media initiatives before, during, and after the game, including five augmented reality filters on the Navy Recruiting Command's Facebook platform that allowed fans to creatively celebrate



the Navy, the game, and the new tagline. Facebook Live was used to create an Army-Navy gameday show to provide an exclusive second-screen experience for fans watching the game at home. Called "Sea It Live," the show was hosted by two active duty Naval Academy Alumni, and featured 10-15 segments throughout the day of the game. In between segments, the Facebook page was populated with unique content highlighting Sailors and their unique stories.

After the game, a street team captured Sailors' reactions and feelings about the new tagline and commercials in real time, and post on NRC's Twitter page, while calling on followers to share their own thoughts.

Garvin said the game-day launch represents only the first wave of an integrated marketing campaign that will include a steady level of advertising on digital and social media platforms during the winter, before a full rollout in March. Additional marketing elements will debut throughout the year.

"The Navy is now recruiting young men and women of the Centennial Generation, who have different goals, expectations, and information-gathering habits than their Millennial predecessors," said Garvin. "As such, the Navy recognized the necessity to develop a new marketing campaign and media strategy that more effectively reach, educate, and inspire the best-and-brightest prospective recruits."

Reaching Centennials

The genesis of the new campaign was in the spring of 2016, when the Navy selected a new marketing agency, known as the Navy Partnership –led by Young & Rubicam (Y&R) – and directed it to create an enduring and authentic brand identity, tagline, and unified marketing strategy to inspire and motivate potential recruits to join.

In the summer of 2016, the Navy Partnership began a series of immersion trips, interviews

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Bethesda Notebook

Prostate Cancer Support Group

The Prostate Cancer Support Group meets at Walter Reed National Military Medical Center the third Thursday of every month. The next meeting will be Dec. 21 from 1 to 2 p.m. and from 6:30 to 7:30 p.m. in the America Building, River Conference Room on the third floor. Spouses and partners are invited to attend. Military identification is required for base access to Walter Reed Bethesda. For those without a military ID, call the Prostate Center at 301-319-2900 at least for business days prior to event for base access. For more information, contact retired Army Col. Jane Hudak at 301-319-2918 or jane.l.hudak.ctr@mail.mil.

Command Assessment Team

Walter Reed Bethesda's Command Assessments Team is seeking members to assist in helping the command promote a positive command morale, encourage an environment for growth within the organization, assist in endorsing equal opportunity, conduct focus groups, and formulate plans of actions and milestones for enhancing the Command Managed Equal Opportunity program, and advertise and conduct the Defense Equal Opportunity Command Survey. For more information, contact Navy Lt. Cmdr. Melissa Burke at Melissa.k.burke2.mil@mail.mil.

Cooking with Spices

Walter Reed Bethesda registered dietitian Asha Jain presents and demonstrates "Cooking with Spices" the second Wednesday of each month from 2 to 3 p.m. in Café 8901 on the lower level of Building 9. Everyone is invited to attend the presentations.

Excavation Blasting

Excavation blasting for the MD 355 Crossing project, managed by Montgomery County, will take place for the next several months. During that period, three to five times per week, there will be a single controlled explosive blast. Alarm horns will sound five minutes before the blast. It is anticipated that a minimal vibration will be felt, and alarm horns will be heard only by people in the immediate vicinity. People with questions can email dha.bethesda.wrnmmlc.list.communications-team@mail.mil, or call 301-400-1934.

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Walter Reed Bethesda Nurse Earns Senior Civilian Leadership Award

Panel Selects Manuel Santiago Among 9,000 Department of Defense Nurses

By Bernard S. Little
WRNMMC Command Communications

Retired Navy Lt. Cmdr. Manuel “Manny” Santiago, clinical nurse specialist in Trauma and Acute Care Services at Walter Reed National Military Medical Center, received the 2017 Senior Civilian Leadership Award during the Association of Military Surgeons of the United States Awards Banquet at the Gaylord National Harbor Convention Center Nov. 30.

The Military Health System’s Civilian Nursing Leadership Award panel selected Santiago for the award based on his job performance, leadership skills, extra duties and other factors. The panel evaluates those nominated for the award based on their “impact in the delivery of nursing care, development of health-care professionals, and development of services and products beyond [their] assigned responsibilities,” according to MHS officials.

Santiago educates nursing staff on routine and specialized nursing care, as well as develops educational programs to increase professional knowledge and improve operational readiness for nursing staff at Walter Reed Bethesda.

He said the most rewarding aspects of his job includes educating staff and “bringing nursing evidenced-based practices at the bedside [for] safety and quality improvement in health care to improve patient outcomes. Our patients deserve the best and effective care available based on the best available evidence,” he added.

Originally from Fajardo, Puerto Rico, Santiago served 25 years in the Navy, including four at Walter Reed Bethesda where he has worked as a civilian nurse for the past eight years. He said he became interested in nursing while studying marine biology.

“My family did not have the means to help me with my education, so I decided to join the United States Navy as a hospital corpsman, which was the closest enlisted classification related to biology,” Santiago explained. “It was while I was practicing as a hospital corpsman that my division officer sat down with me and encouraged me to pursue the nursing career. Well, I listened and I applied to the Navy’s Medical Enlisted Commissioning Program, in which I was accepted and received my Bachelor of Science in Nursing (BSN) in less than 18 months.”

Santiago has been a nurse for more than 24 years, and he said he’s inspired to keep doing what he does by seeing those he’s mentored and trained as junior nurses achieve higher levels of education and positions.



PHOTO COURTESY OF MILITARY HEALTH SYSTEM

Retired Navy Lt. Cmdr. Manuel “Manny” Santiago, clinical nurse specialist in Trauma and Acute Care Services at Walter Reed National Military Medical Center, receives the 2017 Senior Civilian Leadership Award during the Association of Military Surgeons of the United States Awards Banquet at the Gaylord National Harbor Convention Center Nov. 30.

Army Col. Tonya Dickerson, former deputy director of nursing services at WRNMMC, and Army Maj. Christina Van Cleef, CNS department

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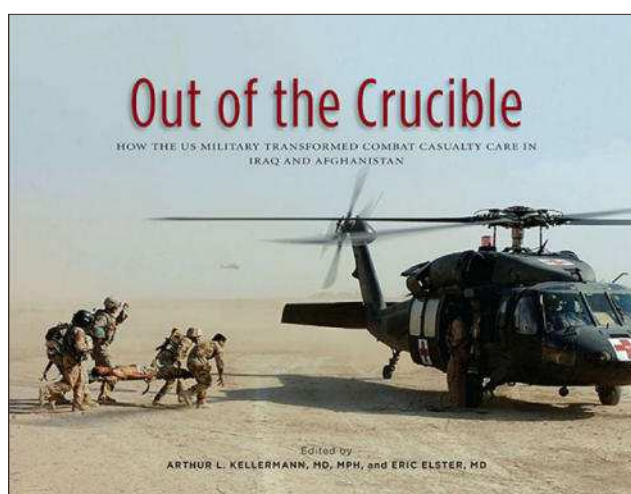
Free Downloadable Book Tells Stories of Combat Casualty Care, Military Healthcare Advances

By Sharon Holland
USU External Affairs

Advances in medicine that dramatically improved warfighter survival and recovery in America’s most recent wars are the focus of a new book, “Out of the Crucible: How the U.S. Military Transformed Combat Casualty Care in Iraq and Afghanistan,” just published by the Army’s Borden Institute. These advances in technology, products, and patient care during Operation Enduring Freedom and Operation Iraqi Freedom were driven by military health professionals determined to exceed what modern medicine thought was possible.

During the Wars in Iraq and Afghanistan (circa 2001-2014), the U.S. military completely transformed its approach to combat casualty care. By doing so, it achieved the lowest death rate from battlefield wounds in the history of warfare. Although this is one of most remarkable achievements in the history of American medicine, few outside the armed forces (and a small number of civilian trauma and emergency care specialists) understand the magnitude of what was done. Fewer still know how it was done.

Dr. Arthur L. Kellermann, dean of the F. Edward Hebert School of Medicine at the Uniformed Services University of the Health Sciences (USU), and Navy



Capt. (Dr.) Eric Elster, chair of the USU-Walter Reed National Military Medical Center Department of Surgery, are co-editors of the book, which tells that story. Out of the Crucible includes 44 chapters by 110 world-renowned experts that are interspersed throughout the book with dramatic photographs and powerful first-person stories told by individuals who served during the conflicts or who benefited from these advances.

The book is divided into three sections:

- “Foundations” provides a brief history of America’s military health system, and explains how the education and research infrastructure put in

place before September 11, 2001 set the stage for the advances

- “Innovations” describes 27 distinct technologies, products and changes in healthcare delivery that dramatically improved warfighter survival and recovery

- “Challenges” considers the operational obstacles and threats future war might bring, and examines nine promising areas of research aimed at optimizing warfighter health and resilience and further advancing combat casualty care

“Few Americans outside the surgical and emergency medicine communities know this story. I hope we can do justice to all who worked so hard and gave so much to achieve the highest rate of survival from combat injuries in the history of warfare,” said retired Army Lt. Gen. (Dr.) Eric Schoomaker, former U.S. Army Surgeon General and one of the book’s authors.

A free, downloadable PDF of the book is now available on the Borden Institute’s website at: go.usa.gov/xn9aB. Active duty military medical personnel may obtain a complimentary copy by completing the online order form available at this site: go.usa.gov/xn9aY.

The book will also be available soon in hardback or paperback through the Government Printing Office’s U.S. Government Bookstore at: go.usa.gov/xn9aD.



PHOTO BY KALILA FLEMING

Army Sgt. Russell Beeman of 4 Center, surrounded by his colleagues and other members of the nursing team at Walter Reed Bethesda, celebrates receiving the October DAISY award for Walter Reed Bethesda.

Walter Reed Bethesda Salutes Extraordinary Nurses

By Bernard S. Little
WRNMMC Command Communications

Walter Reed Bethesda recently honored its August, September and October DAISY (Diseases Attacking the Immune System) award winners for their extraordinary nursing care at the medical center.

Army Pfc. Ashley Coyle of 5 West, Rhonda Coutain of 3 Center, and Army Sgt. Russell Beeman of 4 Center, received their awards from WRB's nursing leadership team in the honorees' work areas.

A patient nominated Coyle, a licensed practical nurse on 5 West, for the August DAISY award, stating, "My stay on this unit was not lengthy, but when I met this nursing team member I knew I was in the care of an extraordinary nurse at Walter Reed. From the first moment she came to introduce herself, this nurse was concerned about me. This nurse asked all the right questions about pain levels and such..., had compassion beyond that, and a commitment to my care because she didn't just ask questions, but quickly saw to my needs and found answers to my questions.

"[Her] every visit to my room, while meeting and exceeding my needs, was professional and yet seemed personal," added the patient, who wishes to remain anonymous. "I have no doubt this nurse treats everyone this way. This nurse became my advocate when my discharge was close, helping to make arrangements so my husband did not have to lose a full day of work. I am thankful for my excellent care from all the doctors and nurses, and believe that this nurse should be recognized for her part in that care. This nurse sets an exceptional and wonderful example for others."

Similar comments were made by another WRB patient who nominated Coutain for the September DAISY award. This patient, who also wishes to remain anonymous, stated about Coutain, a registered nurse on 3 Center: "I have never had a nurse like this nurse...she is the most pleasant, compassionate [and] caring person. This nurse not only cared for me as a patient, but also for my wife's needs and comfort. Her pleasantness allowed us to feel comfortable asking questions and getting answers."



PHOTO BY KALILA FLEMING

Army Pfc. Ashley Coyle of 5 West earned Walter Reed Bethesda's August DAISY award.

The patient, a retired Army command sergeant major who served 34 years in the military, added about Coutain: "Although it was time for this nurse to go home, she ensured that I got my medication and [she] didn't leave until she had taken care of my needs and my wife was comfortable. This nurse made sure the transition to the nurse who was coming in after her went smoothly...The world needs more people with the pleasantness, compassion and caring that this nurse displays at all times. My family and I thank her so much. This nurse didn't make us feel like patients, she made us feel like family."

A WRB visitor, the "trusted" friend of a patient, nominated Beeman for the October DAISY award. The nomination explained the visitor spent "most of each day and much of the evening" with his friend, the WRB patient, during his three-day stay at the hospital. "While there were a number of the nursing team staff [members] on the three units he was on who exercised noteworthy compassion and responsiveness to the needs of the patient, this nurse distinguished himself on the morning of June 30."

The nomination stated the patient had two sleepless nights following surgery and he was experiencing soreness. "I reached out to the first team member I saw in the passageway and it was this nurse



PHOTO BY KALILA FLEMING

Rhonda Coutain of 3 Center earned Walter Reed Bethesda's September DAISY award.

[Beeman]. Without hesitation, this nurse first said he [would] find cold packs [for the patient's soreness] and then would work on coordinating [his desired] release. What I found in this nurse that morning was a mature, confident professional with a very positive, get-the-mission-accomplished attitude. This nurse's exemplary performance of duties and the traits he demonstrated are a testament to all of the professional men and women (working) in military medicine who conscientiously and professionally conduct their duties despite the number of patients they may be assigned and the many demands placed on them.

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NSA Bethesda Hosts Army-Navy Flag Football Game

Photos by MC2 William Phillips

Morale, Welfare and Recreation (MWR) held its 6th annual Army Navy flag football game Dec. 7 at the MWR Sports Complex on Naval Support Activity Bethesda. After a hard fought game Army pulled away with the win with a final score of 18-7.





Managing Holiday Stress

By Mark Oswell
WRNMMC Command Communications

While some people look forward to the sounds and smells of the holidays each year, others fear and anticipate the added stress of the season.

From trying to replicate your great grandmother's perfect trifle recipe for Thanksgiving to finding that perfect gift for a love one a holiday stress comes in all shapes and sizes.

"Everybody experiences stress," stated Dr. Raymond Lande, chief, psychiatry continuity service at Walter Reed National Military Medical Center. "[Stress] is an important signal we use to respond to everyday challenges. Sometimes our response to stress becomes maladaptive and instead of relieving tension it actually worsens it. There is no bright line separating the transition between the normal response to everyday stressors and the maladaptive, but the latter leaves the stress unresolved."

According to the National Institute for Occupational Safety and Health's Stress at Work publication, "Stress sets off an alarm in the brain, which responds by preparing the body for defensive action. The nervous system is aroused and hormones are released to sharpen the senses, quicken the pulse, deepen respiration, and tense the muscles.

"The body has a complex mechanism to respond to stress. In the broadest sense, when a person is faced with a stressor a physiologic cascade prepares the individual for 'fight or flight,'" added Lande. "After evaluating the stressor the brain activates the release of chemicals which prepare the person to respond. In most cases the system works well, but many factors such as a prior trauma or series of traumas can interfere with the response."

Holiday stress is not unique, but it does compress a lot of stress into a short period of time. Thanksgiving

preparations, holiday parties, family outings, holiday shopping, wrapping presents, inclement weather, driving and a various other activities seem to be all compressed into a few short weeks.

"Activities contributing to holiday stress is additive to the typical stressors people deal with during the rest of the year," according to Navy Capt. (Dr.) Sawsan Ghurani, WRB staff psychiatrist. Ghurani also cited, trying to competitively keep up with friends and neighbors and subsequently doing holiday activities; and the commercialism of the holiday period also puts pressure on individuals.

Everyone reacts to stress differently, for some stress is inherent and accepted, yet for others, stress can be debilitating – it can cause anxiety, depression, weight fluctuations, headaches and even suicide ideation, according to Ghurani and Lande.

"In psychiatry, all mental disorders that may arise from a maladaptive response to stress are based on a dimensional system which means that there are increasing echelons of "seriousness" based on the person's symptoms and impairment," explained Lande. "There are different types of stress — some minor some major with the difference generally being that major stressors (such as combat, sexual assault, motor vehicle accident, etc...) will in most all cases provoke a significant emotional response and based on the nature of the threat to the individual may lead to [post-traumatic stress disorder]."

To care for those patients with stress-related issues, Walter Reed Bethesda's providers have variety of modalities at their disposal to provide the most effective individualized care.

"We have 'blue light' for seasonal effective symptoms," Ghurani explained. "We have cranial electric stimulation for anxiety and sleep issues." They also include heart-rate variability biofeedback, neuro-feedback, yoga, acupuncture, Tai chi, and 'mindfulness' exercises.

Mindfulness exercises include 'grounding techniques' which are relatively simple, and can be performed by



PHOTO BY MARK OSWELL

Psychiatric tech Army Spc. Hannah Santiago demonstrates how art therapy is incorporated into "mindfulness" supporting Walter Reed Bethesda's clinical care for service members.

an individual without the support of a medical provider. "Grounding is a technique that helps keep someone in the present moment," explained Lande. "Grounding skills can be helpful in managing negative feelings or intense anxiety. They help a person regain their mental focus and lessen distraction."

When stress starts to affect your normal life is when you should seek out help, according to Ghurani.

For Navy CTA2 Daniel Anderson, who suffers from both anxiety and depression, Transcranial Magnetic Stimulation is what helped him. And although results for TMS vary from patient to patient, Anderson noted his satisfaction with the overall care he's received. "I love receiving treatment at WRNMMC the staff in all of the specialty clinics are helpful and enthusiastic about taking care of military members," he said.

"Transcranial Magnetic Stimulation (TMS) is a noninvasive, non-pharmacologic, and efficacious intervention for depression that uses magnetic energy to help relieve depression among individuals that did not optimally respond to initial treatments," Lande explained. "Roughly one-third of individuals with depression do not fully respond to first and second line treatments. TMS then becomes a viable option for treatment resistant depression."

Anderson is not alone in his battle. According to the National Institute of Mental Health, more than 16.1 million American adults had experienced at least one major depressive episode in 2015.

Lande's advice is to use your echelons of support starting with family and friends. If you're religious then use the chaplain or your minister. And as those avenues are exhausted or no longer effective, then seek out higher levels of help or intervention, he added.

There are also numerous online sources of support for service members, including the following: <http://www.militaryonesource.mil/>, as well as several smart phone applications that allow individuals manage their anxiety, cope with stress and overcome their bouts of depression.

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Judge Advocate General Vice Adm. James Crawford, left, cuts a cake with Lt. Taylor Onik during a celebration of 50 years of Judge Advocate General (JAG) Corps service and excellence. The JAG Corps hosted a commemorative event on Dec. 7 at the U.S. Navy Museum in Washington, D.C. Retired and active-duty judge advocates, as well as other local colleagues, enjoyed remarks from community leaders before cutting a cake to mark the historic anniversary.

The Navy JAG Corps Turns 50

From Navy Judge Advocate General Corps Public Affairs

The Navy Judge Advocate General's (JAG) Corps celebrates 50 years of service and excellence Dec. 8.

"From the time the Navy created the 'law specialist' program, to the JAG Corps we know today, the Navy's legal team has made a difference every day — providing steady counsel and advice to keep us from running aground ethically and on the right course always," said Secretary of the Navy Richard V. Spencer.

The JAG Corps hosted a commemorative event Dec. 7, at the U.S. Navy Museum in Washington, D.C. Retired and active-duty judge advocates, as well as other local colleagues, enjoyed remarks from community leaders before cutting a cake to mark the historic anniversary.

"The Navy JAG Corps is a profession with purpose. Every day, around the world, judge advocates are contributing to the Navy mission, shouldering a weighty responsibility with honor and humility," said Vice Adm. James W. Crawford III, who currently serves as the Navy's 43rd JAG. "I am proud to have worked alongside so many dedicated, talented professionals, both past and present."

On Dec. 8, 1967, President Lyndon B. Johnson signed legislation that formally created the JAG Corps of the Navy. It established active-duty lawyers as a distinct professional group — naval officers focused on the delivery of a wide range of legal services.

Since its inception, the JAG Corps has grown and evolved to meet the demands of an ever-changing world. From the establishment of Naval Legal Service Command (NLSC), to the creation of the Victims' Legal Counsel Program, to the expansion of operational law, the JAG Corps has been ready to respond to emerging issues. Today, the mission of the JAG Corps is to provide commanders, Sailors and Navy families with targeted legal solutions that enable effective naval and joint operations.

"The rich history of the JAG Corps is a source of great pride for all of us," said Rear Adm. John G. Hannink, deputy JAG and NLSC commander. "Our current judge advocates are making their own mark on our legacy and the future of the JAG Corps has never been brighter."

"We do not work alone," he added. "Judge advocates practice alongside enlisted personnel and civilians in order to support the worldwide fleet. We share this milestone with all of them."

Today's JAG Corps includes more than 1,300 accomplished Reserve and active-duty judge advocates practicing in many disciplines, including international law, military justice, administrative law, admiralty and maritime law, environmental law, legal assistance, information operations and intelligence law.

The JAG community's identity statement — dedicated to service, committed to excellence — illustrates the strong work ethic shared by judge advocates and their colleagues, as well as the high standards to which they adhere in their daily work

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NURSES

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“For those of you genuinely committed and passionate about your duties to assist service members and their families in a military hospital at a time when they rely

so heavily upon you, your support is greatly appreciated and not taken for granted,” the nomination continued. “For this nurse [Beeman], thank you for taking the measures to meet the demands placed on you and the traits you exemplified on [this] morning,” it concluded.

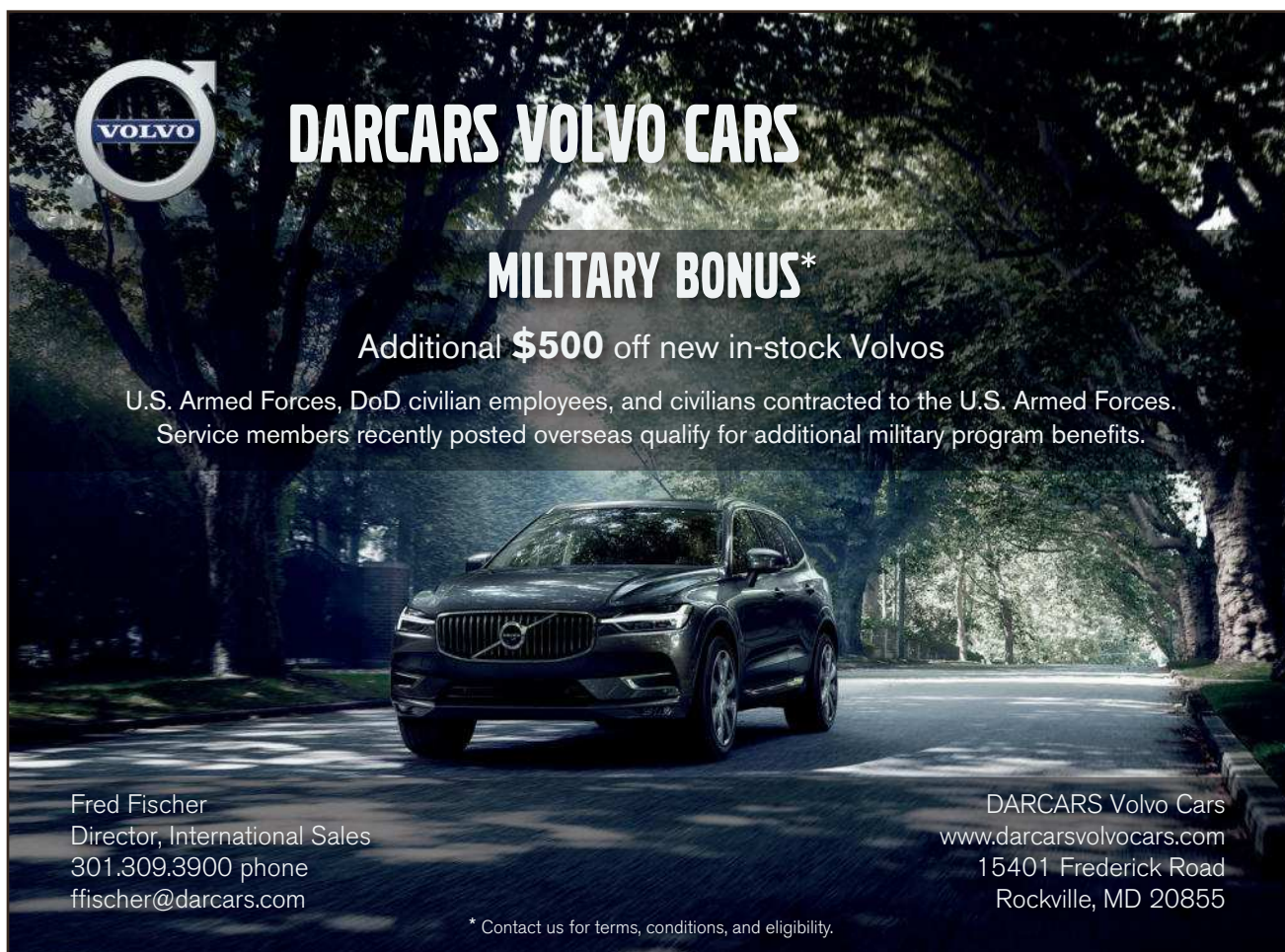
The family of J. Patrick Barnes established the DAISY award and foundation for health-care facilities to recognize their nursing team members. In 1999,

Barnes was diagnosed with the auto-immune disease Idiopathic Thrombocytopenia Purpura (ITP) and died shortly thereafter in Seattle, Washington. Grateful for the care nurses provided Barnes during his illness, his family began the DAISY award to recognize them for the extraordinary care they provide patients and their families every day.

Currently, more than 2,700 health-care facilities in 17 countries celebrate and honor nurses with the DAISY award. More than 60,000 nurses have been honored with the award after having been nominated for it by their patients, patients’ family members, their nursing and professional colleagues, as well as visitors to their health-care facilities. Each nomination tells the story of extraordinary compassion and care, explained Joan Loepker-Duncan, a cardiology service clinical nurse who serves on the WRB DAISY Award Selection Committee.

Loepker-Duncan explained the WRB’s DAISY nurse recognition program began at the former Walter Reed Army Medical Center and the nursing team carried the program over to WRB when WRAMC and the National Naval Medical Center joined forces in 2011. Nearly 70 DAISY selectees have been honored at WRB. Those selectees included nurse practitioners, RNs, LPNs, corpsmen, medics and certified nursing assistants from inpatient and outpatients areas at WRB. More than 3,000 nominations have been received for DAISY awards since February 2012 at WRB with an honoree chosen monthly.

Nominations for the DAISY award can be submitted to any nurse or clerk at WRB, or by e-mail to joan.loepkerduncan.civ@mail.mil. Nominations can be mailed to Joan Loepker-Duncan, WRNMMC, 8930 Brown Drive, Bldg. 9, Room 2894, Bethesda, Maryland 20889. For additional information about the DAISY award at WRB, contact Joan Loepker-Duncan at 301-319-4617.



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| 12/14 | 4-6 pm | Happy Holidays Social
Below Deck Pub, NGIS Bldg. 64
Live music, free Warrior Café appetizer buffet! |
| 12/15 | 11 am-2 pm | Warrior Café International Luncheon
HAITI-Haitian Pork Griot(Fried Pork)
Poul Di(Chicken Stew) |
| 12/15-17 | | Virtual 5K and 10K Reindeer Run \$5
Awesome winter hats for the first 50 participants to register! Register online. See below. #nsabreindeerrun to post photos! |
| 12/16 | 10 am-12 pm | Breakfast With Santa, Warrior Café
SOLD OUT!! |
| 12/25 | 11 am-2 pm | Christmas Day Buffet Lunch
Warrior Café, Bldg. 62
Prime Rib, Spiral Ham, Chicken Oscar & More!
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****Registration for these events is available online at**
www.navymwrbethesda.eventbrite.com.

The MWR Fitness Center Pool, located in Bldg. 17 will be closed for deck repairs/replacement from January 1 -April 2018. For more information, please contact the Fitness Center Aquatics Coordinator at 301.295.0031. We apologize for the inconvenience.

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*Liberty patrons include Single Service members E1-E6, WII, NMA & Geo-Bachelors E1-E9

12/14 7 pm
Liberty Center
NBA 2K Tournament/NBA Game Night*

12/16 10 am-2 pm
Basilica of the National Shrine of the Immaculate Conception Tour -Departs from Bldg. 62 Lobby \$5*

12/21 3:30 pm
Liberty Center
Liberty Holiday Party*

12/23 9:30 am-3 pm
Clarksburg Outlets Shopping
Departs from Bldg. 62 Lobby Trip \$5*

1/2/18 6 pm
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AWARD

From
Page 3

head, nominated Santiago for the 2017 Senior Civilian Leadership Award, which he called a “great honor” receiving. “It took me surprise,” he added. “Being selected among 9,000 Department of Defense nursing employees is a great accomplishment, but at the same time, a very humbling one. It feels great to be recognized at this magnitude after years of hard work.

“I thank God for giving me the gift of healing hands and allowing me to become a nurse; my beautiful wife Luz, for being there for me on the good and less good days; my clinical nurse specialist colleagues and other nurses throughout the years for their guidance, support and collaboration; and Maj. Van Cleef, who believed in me,” Santiago said.



PHOTO BY BERNARD S. LITTLE

Manny Santiago instructs Auburn School of Nursing students at Walter Reed Bethesda in March as part of the annual Project Serve program at the medical center.

BRANDING

From
Page 2

with current and former Sailors, and qualitative and quantitative research with 17-21-year-olds – members of the emerging Centennial Generation – in cities across the country.

The research helped the Navy gain a deeper understanding of the mindset and career goals of Centennials, their perceptions of the Navy, and what might motivate them to choose the Navy as a career.

“What we found was that there was nearly 100 percent awareness of the Navy, but zero percent understanding of the Navy’s full mission, reach, and influence,” said Ken Dowling, head of the Navy Partnership and Managing Director at Y&R Memphis. “Centennials saw the Navy’s purpose as one dimensional and strongly tied to defense and combat. The things that set the Navy apart from other branches of the military weren’t well-defined, and there was limited awareness of the wide range of career opportunities the Navy offers.”

The research also showed that Centennials who were interested in a Navy career were looking for meaningful adventure, a creative and innovative environment, and the strength that comes from being a member of a unified team.

“Forged by the Sea”

Armed with its research, the Navy Partnership began the creative process, considering a variety of brand identities and thousands of taglines before eventually narrowing the options to six. The taglines and brand elements were tested not only with Centennials but also current enlisted Sailors, officers, Navy veterans, and key influencers.

According to Garvin, getting the support of current Navy personnel and veterans was essential to creating a genuine brand identity and tagline “Forged by the Sea” was overwhelmingly selected as the new tagline by the various focus groups. It effectively communicates that the Navy has evolved in response to the sea, and that Sailors are tested and shaped by the Navy and their sea experience, becoming better versions of themselves.

Garvin said the Navy has tried to remain nimble when it comes to evaluating and enhancing its marketing and communications efforts to recruit new generations of Sailors. While the Navy has consistently met or exceeded its annual recruiting goals, the market is tightening and recruiting goals and standards are trending upward.

“Over the years, we have changed our tagline several times to capture everything our great Navy represents in just a few simple words,” said Garvin. “After much research and creative development, we emerged with a deep understanding of our organization’s purpose and potential — all of which tie back to the sea. For more than 200 years our Sailors have been tested and shaped by the sea. Our new tagline perfectly captures the transformative impact the Navy and the sea has on our Sailors.”

The Best Is Yet to Come

The introduction of “Forged by the Sea,” the national airing of “Sea to Stars,” and the other marketing initiatives centered around the Army-Navy game will serve as the first taste of a major brand rollout and fully integrated marketing campaign that will launch in March 2018.

The campaign will represent a media strategy shift for the Navy, as it will be viewed prominently on the online and social media platforms most popular with prospective recruits, ensuring the Navy is

reaching the right audience, at the right time, on the most appropriate media platforms to maximize impact. The increased emphasis on digital and social media marketing will also enable the Navy to more precisely measure the campaign’s effectiveness.

“Traditional TV and print advertising will continue to play an important role in the media strategy, generating wide awareness of the new Navy brand, and enhancing perceptions of the Navy with older influencer groups” said Dowling. “However, with the digital shift, those with more traditional media consumption habits will see fewer Navy TV commercials and print ads than in years past. At the same time, the primary target audience will see many more Navy messages, and in contexts that resonate with them and are more effective at motivating them to become a qualified Navy lead.”

From mid-December to early March, NRC will run a steady advertising campaign on a range of digital and social media platforms. The campaign will feature “Sea to Stars,” “Game,” a series of six-second commercials, and a variety of banner advertisements.

In March, two additional commercials and digital and social media components will be completed, www.navy.com will be updated, and NRC will launch its fully integrated campaign.

“Our new brand platform, tagline, and marketing strategy would not be possible without the incredible participation of Sailors, veterans, and other key stakeholders who participated in the research, creative development, and testing. The access and feedback were invaluable as we forged our new brand,” said Garvin. “Their contributions will help ensure that “Forged by the Sea” and our future marketing efforts resonate with the Navy community and prospective recruits for years to come.”